

Listing of Claims:

- 1 1. (Previously Presented) A method of providing an electronic marketing presentation,
2 comprising:
3 displaying a first marketing object container, said first marketing object container
4 including a location for receiving at least one marketing object to be presented in said
5 first marketing container to a user of an interactive medium;
6 associating a marketing attribute with the first marketing object container; and
7 selecting at least one marketing object for being associated with the first
8 marketing object container.
- 1 2. (Previously Presented) The method of claim 1, further comprising displaying a
2 marketing object container icon, wherein an option associated with the first
3 marketing object container is presented when the icon is selected.
- 1 3. (Previously Presented) The method of claim 1, further comprising presenting a
2 plurality of attributes to associate with the first marketing object container.
- 1 4. (Original) The method of claim 1, further comprising presenting a plurality of
2 marketing objects that are compatible with the selected attribute.
- 1 5. (Previously Presented) The method of claim 1, further comprising associating a style
2 template with the first marketing object container.
- 1 6. (Original) The method of claim 5, further comprising filling in an object into the style
2 template.

- 1 7. (Previously Presented) The method of claim 1, further comprising associating an item
2 with the marketing attribute.
- 1 8. (Previously Presented) The method of claim 1, further comprising selecting a style for
2 the first marketing object container.
- 1 9. (Previously Presented) The method of claim 1, further comprising associating a feature
2 with the first marketing object container.
- 1 10. (Original) The method of claim 9, wherein the feature is a cross sell.
- 1 11. (Original) The method of claim 9, wherein the feature is an up sell.
- 1 12. (Original) The method of claim 9, wherein the feature is a product literature.
- 1 13. (Original) The method of claim 9, further comprising associating the at least one
2 marketing object with the feature.
- 1 14. (Previously Presented) The method of claim 1, wherein the first marketing object
2 container is dynamically associated with the marketing attribute.
- 1 15. (Previously Presented) The method of claim 1, wherein the first marketing object
2 container is dynamically associated with the marketing object.
- 1 16. (Previously Presented) The method of claim 1, wherein a plurality of marketing
2 objects are selected to be associated with the first marketing object container, and

3 wherein the marketing attribute determines which of the selected marketing
4 objects is associated with first the marketing object container at a particular time.

1 17. (Previously Presented) The method of claim 16 wherein the selecting marketing
2 objects are associated with the first marketing object container according to a
3 schedule.

1 18. (Previously Presented) The method of claim 16 wherein the selected marketing
2 objects are inserted in the first marketing object container based on a second
3 marketing object of a second marketing object container.

1 19. (Original) The method of claim 1, wherein the at least one marketing object is
2 displayed after it has been approved.

1 20. (Previously Presented) The method of claim 1 wherein the at least one marketing
2 object is to be associated with the first marketing object container based on a
3 second marketing object of a second marketing object container.

1 21. (Previously Presented) A method of creating a marketing presentation in a display
2 medium, comprising:
3 defining the location and size of a marketing object container in the display
4 medium;
5 associating a marketing attribute with the marketing container, the marketing
6 attribute including parameters that define how the marketing object container can be used
7 in a marketing presentation;

receiving subsequently from a user a selection of the marketing object container
and at least one marketing object to be displayed in the marketing object container;
binding the at least one marketing object to the marketing object container; and
displaying the marketing object in the marketing object container in accordance
with the parameters of the marketing attribute.

22. (Previously Presented) A method of creating a marketing presentation in an
interactive medium, comprising:
displaying a marketing object container on a display medium;
in response to a selection of the marketing object container, displaying a number
of campaigns that are available to associate with the marketing object container, each of
said campaigns being associated with a plurality of offers compatible with the campaign;
receiving a selection of a campaign to apply to the marketing object container;
displaying the plurality of offers that are compatible with the selected campaign;
and
receiving a selection of at least one offer for placing in the marketing object
container.

23. (Previously Presented) A system of providing an electronic marketing presentation,
comprising:
a processor configured to display a marketing object container, said marketing
object container including a location for receiving at least one marketing object to be
presented by means of said marketing container to a user of an interactive medium; the
processor also being configured to facilitate associating a marketing attribute with the

7 marketing object container; and selecting at least one marketing object for being
8 associated with the marketing object container; and
9 a memory coupled with the processor, the memory being configured to provide
10 the processor with instructions.

1 24. (Previously Presented) A computer program product for providing an electronic
2 marketing presentation, comprising:
3 computer code displaying a marketing object container, said marketing object
4 container including a location for receiving at least one marketing object to be presented
5 by means of said marketing container to a user of an interactive medium;
6 computer code associating a marketing attribute with the marketing object
7 container; and
8 a computer readable medium that stores the computer codes.

1 25. (Original) The computer program product of claim 24, wherein the computer readable
2 medium is selected from the group consisting of CD-ROM, floppy disk, tape,
3 flash memory, system memory, hard drive, and data signal embodied in a carrier
4 wave.

1 26 (Previously Presented) The method of claim 1, wherein the marketing attribute is
2 configured to describe a relationship of the first marketing object container with a
3 second marketing object container.

- 1 27. (Previously Presented) The method of claim 1, wherein the marketing attribute is
2 configured to describe what objects can be associated with the first marketing
3 object container.
- 1 28. (Previously Presented) The method of claim 1, wherein the marketing attribute is
2 configured to describe timing and priority of the display of marketing objects to
3 be associated with the first marketing object container.
- 1 29. (Previously Presented) The method of claim 28, wherein the timing is on a daily,
2 weekly, monthly or holiday basis.
- 1 30. (Previously Presented) The method of claim 1, wherein the marketing attribute
2 includes a marketing campaign.
- 1 31. (Previously Presented) The method of claim 30, wherein the marketing campaign
2 includes a banner ad campaign.
- 1 32. (Previously Presented) The method of claim 30, wherein the marketing campaign
2 includes a banner ad campaign, a cross sell campaign, an event promotion
3 campaign, a holiday promotion campaign, a weekly promotion campaign, an up-
4 sell campaign, or a new product introduction campaign.
- 5 33. (Previously Presented) The method of claim 1, wherein the marketing attribute is
associated with the marketing object container prior to selecting at least one
marketing object for being associated with the first marketing object container.

34. (New) The method of claim 1, wherein the marketing attribute describes a feature of the marketing object container.

35. (New) The method of claim 1, further including setting a value of the marketing attribute, wherein the value describes a feature of the marketing object container.

5 36. (New) The method of claim 1, further including setting a value of the marketing attribute, wherein the value describes the marketing object container as having a feature selected from a set consisting of cross sell, daily promotion, holiday promotion, on sale, item detail, and up sell.

10 37. (New) The method of claim 1, wherein selecting at least one marketing object is responsive to a feature of the marketing object container described by the marketing attribute.